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July 29, 2016

TO: Rick Scott
Special Assessment Unit
Office of the Los Angeles City Clerk

FROM: Jessica Lall
Executive Director
South Park Business Improvement District

RE: **South Park Business Improvement District**
2nd Quarter Report: April 1, 2016 to June 30, 2016

As required under **Agreement No C-121665** with the City of Los Angeles, I am submitting the 2016 Second Quarter Report summarizing key activities of the South Park Business Improvement District ("SPBID").

SIDEWALK OPERATIONS/BEAUTIFICATION ("SOBO")

- On April 6 and June 1, the SOBO Committee in conjunction with the EBO Committee held their regularly scheduled committee meetings.
- Clean and Safety teams continued to use and update Accendo software; including use in mobile kiosk deployment and pressure washing schedules.
- Common services provided such as detailing maintenance passes in the district surrounding an event. Prior to and after events, the sidewalks and curbs are thoroughly cleaned. Safe ambassadors handle patrols during the event. These patrols made events more enjoyable for those within the district, as well as those visiting the businesses and organizations in the neighborhood.
- Continued making custom reports upon request for residential buildings and businesses of all Clean Team and Safety Team data for a specified amount of time, in order to convey the services that have been provided in the district. This includes all Guard Tour check-ins, requests, and regular maintenance.

SOUTH PARK BUSINESS IMPROVEMENT DISTRICT

1100 S. Flower St. #3400, Los Angeles, CA 90015

www.southpark.la



- Continued to service all zones in the district on a daily basis with sidewalk and curbside sweeping.
- As of June 30, total sidewalk operations/beautification expenditures (security and maintenance) for the second quarter were **\$232,243**.

SAFETY TEAM

- On April 14, the Los Angeles Police Department (“LAPD”) awarded Safe Team Ambassador Zepeda with the Officer of the Year recognition.
- Safety Program Manager (“PM”) reviewed data and reports daily. Safety PM also created Daily Operation Reports, Weekly Synopsis Reports, and Monthly Operational Reports. Adjustments to the program were made from the data and information received.
- Continued wake up calls at 6:01 AM every morning to relocate all homeless encampments in the South Park District to comply with the Los Angeles City ordinance of no encampments between the hours of 6:00 AM – 9:00 PM.
- Safety PM conducted district checks throughout the day to monitor crime and any out of the ordinary activity. This includes making contact with surrounding businesses to ensure they are receiving the service(s) requested.
- Safety Team made patrols 24-hours a day, seven days a week by foot, bike, Segway, or vehicle.
- Safety PM attended weekly crime control meetings with LAPD at the Central Station. These meetings provide information on criminal activity in the district.
- Safety PM met weekly with SPBID staff to review requests and policies.
- Safety Officers met weekly with L.A. LIVE security to keep updated on security activity and events.
- Continued “talking points” cards allocated weekly to Safety Officers to have information on-hand for anyone with general inquiries on the things happening within the district.
- Safety Officers made contact with LA Convention Center security once-a-month to receive any pass downs or additional information on events.
- Continuing partnership with university to create efficiencies in Safety Officers deployments.



- Accompanied staff to complete Merchant Contacts and meet with business owners to inform them of the services SPBID offers.
- Safety Team worked closely with LA County Public Health on illegal vending and assisted with crime prevention throughout the district.
- Safety Team focused on public street disorder and panhandling.

SAFE TEAM STATISTICS 2nd QRT 2016

	APRIL	MAY	JUNE
Observations*	810	721	956
Merchant Contacts	61	62	58
Resident Contacts	5	5	9
Citizen Assist**	19	19	14
Calls for Service	87	65	57

* *Observations are proactive safety efforts, i.e. crimes in progress, welfare checks, emergency assistance and extra patrols.*

** *Citizen Assists are minor assistances, i.e. information, directions.*

MAINTENANCE “CLEAN TEAM”

- Continued to service all zones within the district on a daily basis.
- Continued to service daily replacement of trash liners, cleanup of debris in alleys, graffiti abatement, pressure washing as well as removal of illegal stickers and flyers from light poles and/or electrical boxes.
- Continued to respond to business and constituent requests for the abovementioned daily services.
- Continued daily patrols made by the Clean Team PM throughout the district. Corps members are trained to survey the area for any issues when working in the district and report details to the Coordinator or safety officers.
- Clean Team staff continued to set up street furniture at the Parklet daily (including Saturdays and Sundays).
- The Clean Team PM conducted weekly driving inspections of the district.



- Clean Team Program Manager (“PM”) communicated on a weekly basis with the LA Conservation Corps account manager.
- Clean Team PM met weekly with SPBID staff to review requests and policies.
- Clean Team PM continued to modify clean team staff schedules to provide the highest levels of services at peak demand times.
- Clean Team focused on pressure washing areas that are needed for health and safety reasons to avoid any adverse impacts with the current drought situation.
- Clean Team staff special projects within the district for this quarter included:
 - April: pressure washed all trash receptacles
 - May: detailed walls and light poles
 - June: pressure washed all City benches and bus shelters
- Continued to work closely with Safety Officers and LAPD by picking up abandoned items and keeping all zones clear of debris. This includes maintaining freeway underpasses free of debris.
- Clean Team PM continued to follow up on district maintenance issues and to plan trainings for corps members and other staff.
- Schedules continually modified to accommodate district events and surrounding venue schedules in South Park. Areas were cleaned prior to and after for events held within the district, including Green Carpet events. Staff ensured all trash cans were continually emptied during the event(s).
- Special Events Maintenance:
 - April:
 - Citizenship Ceremony @ LA Convention Center
 - Fee Medical Check @ LA Convention Center
 - WWE RAW @ STAPLES Center
 - 5K Run @ California Hospital
 - Green Carpet @ Barcito
 - Lakers Game @ STAPLES Center
 - Clippers Game @ STAPLES Center
 - Kings Game @ STAPLES Center
 - May:
 - Citizenship @ LA Convention Center
 - Banda Los Recoditos @ Microsoft Theatre
 - The Voice Auditions @ LA Convention Center
 - Salon Eleven Green Carpet



- Magic Grand Prix @ LA Convention Center
- India Business Trade Show @ LA Convention Center
- Ultimate Women's Expo @ LA Convention Center
- The Yummy California Sweets Show @ LA Convention Center
- RuPaul's DragCon @ LA Convention Center
- Kaskade @ LA Convention Center
- 5 De Mayo @ El Compadre
- The Who Concert @ STAPLES Center

June:

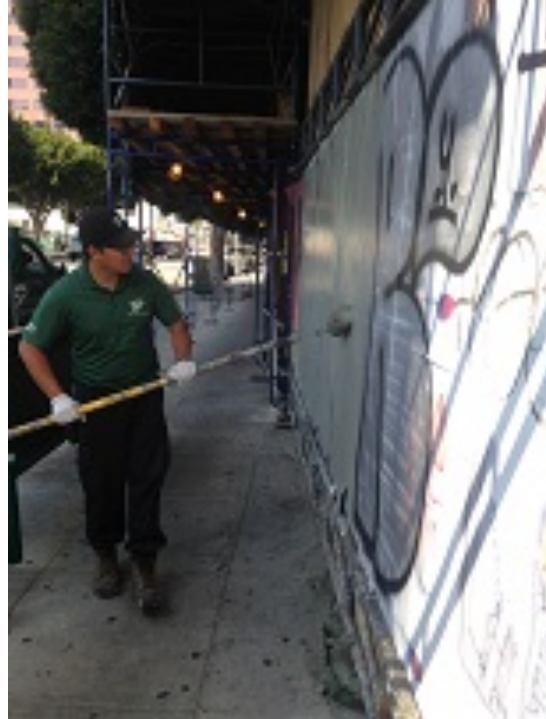
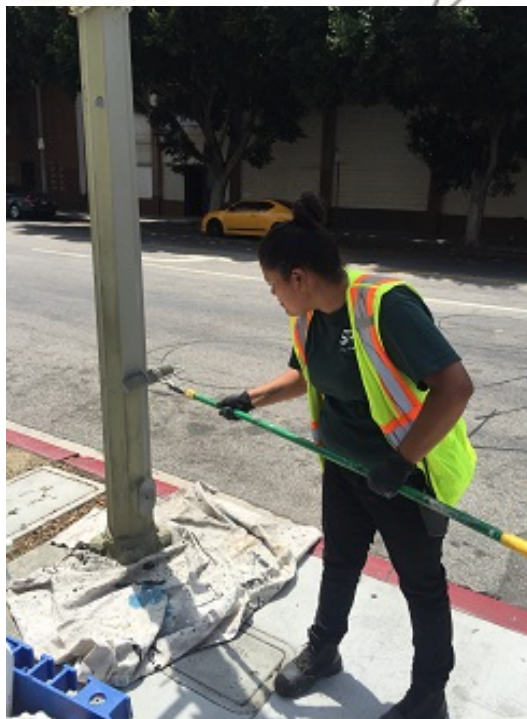
- Citizenship @ LA Convention Center
 - La Banda Arrolladora @ Microsoft Theatre
 - BET Experience @ LA Convention Center
 - BET Concert @ STAPLES Center
 - LA Sparks@ STAPLES Center
 - WWE Live @ STAPLES Center
 - Pokemon Symphonic Evolutions @ LA Convention Center
- Staff and Corps members' trainings:
 - April: trained on hand and power tools safety
 - May: staff was certified on First Aid and CPR. Each took two on-line courses; one on Conflict Resolution and the second one on Work Place Violence.
 - June: staff and Corps members were trained to operate and maintain new quiet-vac machine
 - Staff also completed their on-line driving module title class B Driving

MAINTENANCE "CLEAN TEAM" STATISTICS 2nd QRT 2016

	April	May	June
Streets Maintained	4,020	4,154	4,020
Streets Maintained (linear feet)	1,998,480	2,065,096	1,998,480
Trash Disposed (bags)	2,347	2,336	2,321
Trash Disposed (pounds)	28,708	28,380	28,860
Bulky Items Disposed	35	33	47
Graffiti Removed (square feet)	3,075	6,604	3,762
Citizen Assists	393	548	666
Pressure washing (square feet)	11,050	4,040	17,376



Examples of Clean Team work:



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1100 South Flower Street #3400, Los Angeles, CA 90015
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ENHANCED BEAUTIFICATION (“EBO”)

- On April 6 and on June 1, the SOBO Committee in conjunction with the EBO Committee held their regularly scheduled committee meetings.
- On April 19, SPBID and Metro Charter Elementary School were featured by abc7 on the Construction Fence Art project. The interview highlighted the project’s success in bringing community partners together to solve a neighborhood-wide graffiti concern. The project was initially completed on March 14.
- On May 24, presented conceptual plan and potential design elements for Green Alley project to City’s Streets Working Group.
- On June 27, SPBID submitted a letter on behalf of the district and spoke against amendments to the City’s tree pruning policies at the Public Works and Gang Reduction committee hearing.
- Worked with LADOT and Metro on locations of Metro Bike Share stations within the district. In June, Metro completed the installation of these stations.
- Held several meetings and site visits with CD14, LADOT, LAFD and project team for “The Spot @ Hope St.” to try to resolve issues regarding the project design which were previously unable to be resolved.
- Continued work on the Pico Station enhancements with project team and Metro to finalize a design. Improvements SPBID is looking into applying at this Metro stop include: pedestrian lighting, improved fencing, drought tolerant landscaping and attractive k-rail coverings.
- Worked with AEG, Los Angeles Convention Center (“LACC”) and neighborhood developers to reach consensus on proposed name change for Pico Station.
- Worked with LACC expansion project teams to advocate for open space that is usable for the neighborhood as part of the expansion and submitted letter to the Economic Development Committee outlining open space elements that the BID supports as part of the expansion.
- As of June 30, EBO expenditures for the second quarter were **\$79,554.00**.



DISTRICT IDENTITY & STREETScape IMPROVEMENTS (“DISI”)

SPBID Communications

- In April, the Interactive Media Awards awarded SPBID’s website the highest recognition “Best in Class” for the category of Community. The site was launched in August of 2015.
- On May 11, the regularly scheduled DISI meeting was cancelled due to SPBID’s office flooding.
- District received quarter two neighborhood guides.
- SPBID submitted its application for the International Downtown Association (IDA) annual awards in the category of Events & Programming. The submission (PowerPoint and essay), titled “South Park: Programming the Promise,” described SPBID’s tremendous efforts in activating its community through public programming. Award winners will be notified at the beginning of August.
- South Park Identity Guidelines were finalized to promote consistency on any BID-created documents including creative graphics, informational one-pagers as well as handouts, maps, advertisements, and the website.
- “The South Park Post,” SPBID’s newsletter, was distributed monthly to district subscribers.
- South Park continued to actively publicize the district’s businesses, cleaning, and community happenings on website, social media, and e-newsletter.
- To better reach newcomers, SPBID created an index-sized “What is the BID?” infographic. Easily digestible and succinctly presented with engaging graphics, the document will become a staple for SPBID to provide communication as to what the BID offers.



- During the second quarter, social media and newsletter subscribers rose by the following:

South Park BID Stats	Quarter Start	Quarter End	Quarter Summary	
	4/1/16	6/30/16	#	%
Constant Contact / Database	4,449	4,579	130	3%
Facebook	1,215	1,346	131	11%
Instagram	2,571	2,899	328	13%
Newsletter Self Subscribers	314	370	56	18%
Twitter	1,724	1,985	261	15%



SPBID-Hosted Community Events

- The following monthly Green Carpet events were hosted by SPBID to showcase local businesses:
 - April 19: barcito
 - May 19: Salon Eleven
 - June 8: Drip Doctors
- On April 27, SPBID collaborated with DoArt to hold an art salon series at PYO Gallery, 1100 S. Hope St., #105, Los Angeles CA. The series provided the district the opportunity to meet local artists and the evening's topic was "impermanent art." Featured artists for this April series included: WRDSMTH, SkidRobot, Performance Artists and Sound Art.

Community Involvement

- In May, the originally scheduled May 24 "Meet Your Neighbors" event was rescheduled to July 27.
- In May, SPBID launched a partnership with Lyft to facilitate free rides for first-time users. SPBID is leveraging the offer as a tool to open up communication with people who may not be aware of SPBID. This includes South Park's affordable housing community and people who live, work, and visit the district.
- Nearly five hundred (500) copies of SPBID's Resident Resource Packet were printed and/or downloaded, with quarterly drop-offs scheduled with the majority of South Park's apartment and condo buildings. This packet is increasing SPBID's presence within its residential community.
- Staff continued to participate in LA City Councilmember Jose Huizar's Street Closure Committee and publicize closures in the South Park neighborhood on social media



and website.

- As of June 30, DISI expenditures for the second quarter were **\$57,751.00**.

ADMINISTRATIVE / CORPORATE OPERATIONS

- On April 27, SPBID hired Katie Kiefer for the Operations Manager position.
- On April 28, the Board of Directors (“BOD”) held their regularly scheduled meeting. The BOD approved for the renewal of Greater South Park (“GSP”) and South Park II BID (“SPII”) as one collective BID for 2018.
- From May 4-6, SPBID attended the West Coast Urban District Forum in Oakland, CA. Hosted by California Downtown Association (“CDA”), this year’s conference theme was “The Art of Building Vibrant Communities.” Lall spoke on “The Art of Place Making” panel, sharing South Park’s replicable community Parklet, street tree palate, sidewalk repairs among other district-wide initiatives.
- On May 5, Josh Kreger, SPBID Director of Real Estate and Planning, was elected to the Downtown Los Angeles Neighborhood Council (“DLANC”). Kreger will be representing one of two elected seats to represent businesses in South Park.
- On May 12, SPBID held its inaugural retail tour: “Why South Park? Why Now?” Tour highlights included: discussing the growth of South Park, the scope of development taking place in the district and attendees toured individual businesses and got to hear from the owners why they chose South Park. Moving forward, the tour will occur quarterly.
- On May 19, Lall spoke with members of a Young Presidents Organization alumni group about the residential explosion happening in South Park. Lall highlighted the role of investment from Asia and the regional demand for housing as factors influencing the construction of housing units in the district.
- On May 26, SPBID held the first Steering Committee meeting regarding the renewal of the BID.
- In May, SPBID hired Laronnia Jupiter for the Marketing Coordinator position.
- On June 1, the updated 2017 GSP property assessment database was submitted to the City.
- On June 23, the BOD held their regularly scheduled meeting.



- Staff attended regular Council hearings and meetings on topics related to BID activities and spoke in General Comments on many of those occasions.
- Connected local developers with the correct government agencies/departments when requested.
- Staff attended regular meetings with DLANC Board and Committees.
- Created briefs and case studies on topics relevant to the Board and community.
- As of June 30, Administrative expenditures for the second quarter were **\$85,974.00**.

CONTINGENCY/CITY FEES/RESERVE

NOTE: On the quarterly financial report (see last page), City fees and contingency expenditures are broken out as two separate line items; taken together, they equal this budget category.

As of June 30, contingency/city fees/reserves for the second quarter were **\$0.00**.

TOTAL EXPENDITURES

As of June 30, total expenditures for the second quarter were **\$455,522.00**.



TOTAL SUMMARIZED STATISTICS

*Quarterly statistics for Mayor's COMSTAT report category total for quarter
cumulative total*

CATEGORY	2 ND QUARTER TOTAL	2016 CUMULATIVE TOTAL
Public Safety Incidents	0	0
Trash Bags	7,004	11,421
Trash Tons (lbs)	85,956	185,009
Bulky Items Removed	115	252
Graffiti Removed (sq. feet)	13,441	24,261
Weeded Areas (sq. feet)	3,650	4,243
Citizen Contacts	52	226
Merchant Contacts	181	381
Spaces for Lease (available)	2	10
Spaces leased (rented)	0	0
New Business	2	7
Landscaped Medians	N/A	N/A

South Park Property BID
Annual Limits & Year-To-Date Totals
Quarter Ending June 2016

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE		AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	2,057,261			216,028	1,134,935	922,326	
City Fees	20,573			-	21,108	-	
Sidewalk Operations, Beautification & Order	999,486			232,243	463,608	535,878	
Enhanced Beautification	304,644			79,554	149,675	154,969	
District Identity & Streetscape Improvements	355,308			57,751	122,990	232,318	
Administration	219,094			85,974	135,095	83,999	
Contingency & Delinquency Reserves	158,156			-	-	158,156	
TOTAL EXPENSES	2,057,261	-		455,522	892,476	1,165,320	

Other Income (Not included above)

Penalty Income	2057
Interest Income (From LA City)	1971
Misc. Income	2025
Total Other Income as of 6.30.16	6053

Other Expenses as of 6.30.16

154783